Concepts and Glossary

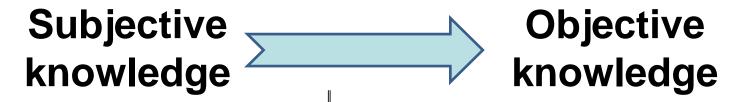
- 1. Empirical evidence: information we can verify with our senses
- 2. **Reliability**: consistency in measurement
- 3. **Validity**: measuring precisely what one intends to measure.
- 4. **Hypothesis:** an unverified statement of a relationship between variables
- 5. **Spurious correlation**: an apparent, although false relationship between two or more variables caused by some other variable.
- 6. Hawthorne effect: a change in a subject's behavior caused simply by the awareness of being studied.

- 7. Cause and effect: a relationship in which change in one variable (the independent variable causes change in another (the dependent variable)
- 8. Population and sample: the former is the people who are the focus of research; the later is a part of a population researcher select to represent the whole.
- 9. Qualitative research: investigation, in which a researcher gathers impressionistic, not numerical data.
- 10. Quantitative research: investigation in which a researcher collects numerical data.

- 11. Secondary analysis: a research method in which a researcher uses data collected by others
- 12. Inductive logical thought: reasoning that transforms specific observations into general theory.
- 13. Deductive logical thought: reasoning that transforms general theory into specific hypothesis suitable for testing.

The Aim of Social Research

To move from subjective to more objective knowledge of something:



An individual's everyday understanding that comes from their values, experiences and beliefs.

Knowledge that is independent of opinion, prejudice and bias.